Personna shaves its prices.

In the Spring the weather warms and the sap flows and things start moving and growing.

And in honor of Spring we thought we'd give our sales a push in the same direction.

So, for the month of May we're lowering our prices. (We're calling it our "Grand Slam of Profits" promotion.)

Here's how it works:

Per Dozen	Double Edge 5's	Double Edge10's	Injector 7's	Injector 11's
Retail Value	$9.48	$17.40	$11.76	$17.88
Regular List	6.91	12.53	8.64	12.96
Special 10% Promotional Allowance	.69	1.25	.86	1.30
Net Cost	$6.22	$11.28	$7.78	$11.66
Profits	**$3.26**	**$6.12**	**$3.98**	**$6.22**

Plus an extra rebate of 5% on every purchase of Personna blades over $40.00, or 7½% on every purchase over $60.00. Submit wholesaler's invoice.

Expires June 30, 1967.

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Source: https://www.industrydocuments.ucsf.edu/docs/gqvv0004

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